

#### Local News

WISG believes that local news and information is one of the primary reasons our listeners depend on us.

WISG provides locally-produced twice-hourly newscasts weekdays during morning drive. More newscasts may be added as plans for this station's programming continue to develop.

Regular programming is interrupted to provide coverage of breaking news.

While many local broadcast outlets deliver only network news programming, we believe our demonstrated commitment to airing only locally-produced content better serves the listenership.

#### Local Public Affairs

WISG features 60 minutes of locally-produced public affairs programming each week. Community Connections is a topical half-hour interview program that gives area non-profits and governmental agencies a forum to inform the public of their work.

In addition, WISG airs 30-minute programs produced by local agencies such as the public library system, animal care & control and municipal police department. This long-form presentation is a unique opportunity for these groups to deliver detailed information about programs important to the public.

Furthermore, the on-air personalities frequently invite representatives of charitable groups and events to guest during a segment of live programming. Given that such appearances typically occur during peak audience dayparts, this opportunity often proves quite valuable to the guest organization.

#### Creating or Selecting Programming

The radio stations of Susquehanna Indianapolis demonstrate their commitment to formulating programming which meets the needs of our audiences. To that end, a significant financial outlay has been made annually toward listener panels, events which ascertain local radio tastes and programming desires. This year alone, \$100,000 dollars was spent for such research for WISG.

Listener comment mail is also an important component of programming selection. Such mail is routed to responsible staff, promptly considered, answered, then placed in the Public File.

#### Emergency Programming

The staff of WISG provided leadership in the intensive effort to move Indiana into the "Amber Alert age". The stations' general manager and chief engineer continue to serve on the board of directors of Indiana's Amber Alert Committee, and were instrumental in creating a system that has proven to be a national model.

In addition to an unyielding dedication to making sure listeners receive immediate warning of approach of dangerous weather, WISG creates timely programming responsive to the needs of those affected by weather-related disasters.

WISG provides frequent live reports on highway traffic conditions each day. In addition to traffic reports during peak commuter traffic times, coverage of special event traffic (i.e., the Indianapolis 500) and holiday shopping season traffic snarls is provided.

#### Political Programming

WISG actively supported the effort of the Indiana Broadcasters Association to encourage voter registration. Public Service Announcements on the topic aired on each station.

Election night programming includes up-to-the-minute tabulations of the most-watched races, and coverage which extended late into the night, until a winner was declared.

#### Civic, Cultural and Other Community-Responsive Programming

The "Heart and Soul" program is ready for launch on WISG. Similar to sister WFMS's Friends & Neighbors program, Heart and Soul will take station staff directly into neighborhoods and communities, supporting local events and helping provide needed publicity.

Public Service Announcements air daily in every daypart on WISG. In addition, the website for the radio station has set aside "community pages" so that every legitimate event of non-profits in the area can be publicized.

The support which local agencies have received from our PSA programming has many groups calling us important partners in their success. Programs such as the 500 Festival, the United Way, the Visiting Nurse Service and countless others rely on the publicity they receive from our PSA's.

#### Station Participation in Community Activities

In addition to the offer of Public Service Announcements, the community enjoys the service of our employees. The staff and employees of WISG share the station's commitment to community service, and volunteer to serve on the boards and committees of many local non-profit and civic groups.

#### Music

A new Contemporary Christian format was added to the local market in WISG. The radio station, its personalities and its programming have been embraced by an enthusiastic audience. Prior to this station's launch, no full-time Contemporary Christian music station was available marketwide.

Our radio stations book local acts for many events we organize. This effort has been instrumental in widening the audience for such acts, contributing to their success.

Michael W. Orr  
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WISG Indianapolis